Overview and Update of the Rutgers University-New Brunswick Physical Master Plan

February 2015
“Failure To Plan, is Planning For Failure”

Winston Churchill
The university physical master plan is an opportunity to engage the Rutgers community in envisioning the future campus environment to support the goals of the strategic plan.
Process

- **Strategic Planning Process**
- **Space Utilization Study**
- **Outreach**
  - Steering Committee
  - MyCampus Survey
  - Adjacency Tool
  - Town Halls
  - Individual & Group Meetings
- **Interpretation of the Data**
- **Prioritization of Issues**
- **Development of Potential Strategies**
- **Development of a Plan**
Proposed Enhancements and Focus

- Strategic Academic Initiatives
- Campus Connectivity-Transportation
- Housing
- Health, Wellness & Recreation
- Student Life
Proposed Enhancements and Focus

- **Strategic Academic Initiatives**
- **Campus Connectivity-Transportation**
  - Housing
  - Health, Wellness & Recreation
  - Student Life
Immersion Learning
Center of the Student Experience

- HUB
- Gateway to Districts
- Commuter Touchdown Space
- Transit Waiting Area
- Study Space
- Meeting Space
- Dining & Food
- "E-Ed" Core
- Class-Rooms
- 10 Minute Walking Circle

University Facilities & Capital Planning
Connections and Hubs
Dedicated Bus Lanes in New Brunswick

George Street becomes one-way southbound, with southbound bus-only lane. Neilson Street becomes generally one-way northbound, with northbound bus-only lane. Portions of Neilson Street remain two-way.
Busch/Livingston Gateway

REALIGNED GATEWAY TO BUSCH

RESEARCH PARK

BICYCLE AND BUS DIRECT CONNECTION BETWEEN BUSCH AND LIVINGSTON

TO / FROM NEW BRUNSWICK

ECOLOGICAL PRESERVE

TRAILS TO / FROM PEDESTRIAN AND BICYCLE BRIDGE ACROSS RARITAN RIVER
Proposed Improvements

- Busch Transit Hub and Student Center
- Realigned Busch Gateway Entry Road
- Academic Support/Research
- Hotel Conference Center
- Hi Speed Transit/Bike Connector and Overpass
- Hi Tech Research and Innovation Park
Busch-Livingston Research District
Proposed Enhancements and Focus

- Strategic Academic Initiatives
- Campus Connectivity-Transportation
- **Housing**
  - Health, Wellness & Recreation
- Student Life
Cook
Douglass
Housing Village
Proposed Enhancements and Focus

- Strategic Academic Initiatives
- Campus Connectivity-Transportation
- Housing
- Health, Wellness & Recreation
- Student Life
Connecting the Campuses
The Heart of the Campus
The Heart of the Campus

- Dining Hall
- Gym
- Quad
- College Ave
- Quad
- Student Lounge Space
- Student Center
- Transit Hub
- George Street

Cultural Center

University Facilities & Capital Planning
College Avenue Pedestrian Axis
College Avenue Streetscape Improvements
College Avenue Transit Hub - George Street
College Avenue/Livingston Core Development
Trans-Raritan Connection
Pedestrian Bridges
College Avenue Aerial
Getting a Jump Start

- Creation of a Student Services Building
- Expanded Housing Improvement Program
- Expanded Private Public Partnerships
- Stakeholder Engagement on Transportation Issues
- Active Ongoing Assessment of All Properties